

\$25,000 IN TEN EASY STEPS:

BOARD

1. Set Budget and Fundraising Goals
2. Establish a Fundraising Committee
3. Assign/recruit a good project manager with exceptional interpersonal skills as the Committee Chair
4. Advocate for the organization and highlight its good work successes
5. Develop a strong work plan
6. Promote openness, engagement and fiscal responsibility
7. Donate!
8. Help Identify likely donors, especially High Net Worth stakeholders
9. Assist Fundraising Committee in meeting with prospective donors
10. Stay on message

COMMITTEE

1. Recruit committed members with good networks *who aren't afraid to ask for money*
2. Translate the work plan and organizational successes into tangible benefits for downtown stakeholders
3. Set your timeline
4. Till the soil – start talking up the organization and benefits of the work
5. Develop your call lists
 - a. At least 20 x \$500 +
 - b. At least 50 x \$100 - \$500
 - c. At least 500 x <\$100
6. Develop your materials
 - a. Success stories
 - b. What your donation means
 - c. Ask letter
 - d. Return Envelope?
7. Website
 - a. Is it up-to-date?
 - b. Is it easy?
 - c. Is it obvious?
8. Ask!
 - a. Set meetings
 - b. Make it personal
 - i. Hand deliver
 - ii. Scratch out salutation and handwrite first name
 - c. Make them feel important and involved
9. Celebrate
 - a. Hitting milestones
 - b. Big donations
 - c. Weekly updates
 - d. Success
10. Thank You
 - a. Immediate
 - b. Personal
11. Ask for time

EXECUTIVE DIRECTOR

1. Gather Information
2. Help promote the message
3. Produce press releases/arrange for interviews
4. Highlight successes
5. Stay organized and keep on timeline
6. Print all materials and have them ready
7. Build relationships
8. Handle the “back office”
 - a. Mailing labels
 - b. Stamps
 - c. Post Office runs
 - d. Deposit Checks
 - e. Keep Donor list up to date
9. Make sure Website is working and up to date
10. Acknowledge donations immediately
 - a. Email?
 - b. Letter?
 - c. Card?
 - d. Phone call?